

Spring
Announcement!

25 PARAMOUNT SHOWMAN'S PICTURES

including 10
LONG-RUN
SPECIALS





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HERE THEY ARE!

Paramount Pictures

For Release February 1st — August 1st, 1926

SOMETHING DIFFERENT

THE pictures announced on the following pages mark a radical departure in production. It will be evident to all, on analysis, that these pictures are individual, each one of them big, each one of them a special in the highest sense of the term.

There is a situation in this business that every exhibitor has come to fear. Huge fall announcements, some great pictures and the general policy of flooding the market with all big material in the fall has come to mean that by spring the other big material promised is a matter of promise only. Most of it has vanished into thin air.

Paramount steps in at this point with an announcement of pictures that are bigger, better, more powerful than anything released in the fall. Nothing in the field can compare with the quality of these productions heretofore.

Paramount is putting more into this group of pictures than in all the fall and winter pictures ever released.

The slogan is "Make it bigger, make it better and forget the season of the year."

Exhibitors will do well to analyze this product, to study the box-office names in Paramount's stock company, to check up the history of actual delivery of promises that has always characterized Paramount above all others.

Such a check-up will bring one answer, and that is: The greatest exhibitor success of the new year will be in exact proportion to how closely he can tie in with Paramount and these Paramount showman's pictures.

BOX OFFICE NAMES *in Paramount's* SHOWMAN'S PICTURES

Where but in Paramount can you match a list like this?

PARAMOUNT STOCK COMPANY

STARS AND ARTISTS

GLORIA SWANSON
RICHARD DIX
ADOLPHE MENJOU
JACK HOLT
FLORENCE VIDOR
BILLIE DOVE
MARY BRIAN
WALLACE BEERY
WARNER BAXTER
RAYMOND HATTON
BESSIE LOVE
LIONEL BARRYMORE
NORMAN TREVOR
CONWAY TEARLE
GEORGE RIGAS
ALYCE MILLS

THOMAS MEIGHAN
BEBE DANIELS
BETTY BRONSON
LOIS WILSON
PERCY MARMONT
CAROL DEMPSTER
ERNEST TORRENCE
W. C. FIELDS
NEIL HAMILTON
LAWRENCE GRAY
HARRISON FORD
GEORGE BANCROFT
ARTHUR EDMUND CAREWE
WILLIAM POWELL
RICHARD ARLEN
DONALD KEITH
LOUISE BROOKS

POLA NEGRI
RAYMOND GRIFFITH
DOUGLAS MAC LEAN
RICARDO CORTEZ
ALICE JOYCE
GRETA NISSEN
WILLIAM COLLIER, Jr.
ESTHER RALSTON
NOAH BEERY
FORD STERLING
TOM MOORE
GERTRUDE ASTOR
MARC McDERMOTT
CLARA BOW
LILA LEE
GILBERT ROWLAND

DIRECTORS

JAMES CRUZE
RAOUL WALSH
IRVIN WILLAT
WILLIAM HOWARD
EDWARD SUTHERLAND
WILLIAM DE MILLE

HERBERT BRENON
MALCOLM ST. CLAIR
VICTOR FLEMING
GEORGE SEITZ
GREGORY LA CAVA
ROBERT FLAHERTY

ALLAN DWAN
FRANK TUTTLE
CLARENCE BADGER
VICTOR HEERMAN
LEONCE PERRET
WILLIAM WELLMAN

SUPERVISORS

HECTOR TURNBULL
LUCIEN HUBBARD
LUTHER REED
WALTER WOODS
WILLIS GOLDBECK

BEN SCHULBERG
LLOYD SHELDON
TOM GERAGHTY
ROY POMEROY
GARRET WESTEN

WILLIAM LE BARON
TOWNSEND MARTIN
JULIAN JOHNSON
JOHN LYNCH
KENNETH HAWKS

AUTHORS IN THIS GROUP OF PICTURES

ZANE GREY
GEO. BARR McCUTCHEON
RING LARDNER
HUGH WILEY
GERALD BEAUMONT
LEO DITRICHSTEIN

GEORGE M. COHAN
BYRON MORGAN
ROBERT SHERWOOD
FRANCIS YOUNG
LAURENCE EYRE
MAURICE SAMUELS

FANNIE HURST
MICHAEL ARLEN
ALFRED SAVOIR
H. A. DU SOUCHET
EDGAR SELWYN
MONTE KATTERJOHN

And They're All Paramount!

Exclusive of Stars
(The Greatest Stars in Motion Pictures)
Three Box Office Names will be in each
Paramount's
SHOWMAN'S PICTURE
to be cast from this list of
DISTINGUISHED ARTISTS
in
Paramount's
STOCK COMPANY

EXCLUSIVE OF STARS

WHAT a tremendous treasure-trove of names is contained in that list of the Paramount Stock Company.

From that Golconda will be mined the names that go into the rich structure of each of the pictures listed in this book. The value of box-office names in big pictures was never more evident than today.

Paramount is in a better position than ever in the history of the screen, to capitalize on the need for public-pulling names that draw the crowds to the ticket window.

Paramount advertising, Paramount publicity, the true genius of the artists themselves have combined to make those names stand for the most popular men and women in all the world. They are the great personalities who will be called on to enrich the tremendous stories provided in the pictures listed in this group.

Exhibitors may rest assured that each and every one of these pictures will be recruited with names that really mean something to the public today.

Look them over, compare them with all the available talent and genius in pictures today.

Where, but in Paramount, can you match a list like this?



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

GLORIA SWANSON

in
"TAMED"

By Fannie Hurst

Screen play by James Creelman

GLORIA as a beautiful, tempestuous, alluring and spoiled daughter of the rich who, after her family and everybody else have failed, is at last tamed by as amazing a set of thrilling experiences as ever befell a modern girl.

That's the treat promised for the millions of Gloria's admirers in this great love story written especially for her by the famous Fannie Hurst.

Never was Miss Swanson so enthusiastic about a story! Never has she prepared such a marvelous array of gowns, such a rich display of her talents!

A Paramount Picture



POLA NEGRI

in



" **CROSSROADS**



CROSSROADS OF
THE WORLD
story for Pola Negri
by Michael Arlen

Who shall say that greater truth was ever spoken by Shelmerdene the fair than those sad and prophetic words: No matter how many and devious detours a woman may take for fear of love, here will be waiting at the next crossroad - a man.

But this tale has not to do with Shelmerdene nor with her *bon mots* regarding love. Rather it concerns a no less beautiful and mysterious stranger an ardent lady

By MICHAEL ARLEN
Author of "THE GREEN HAT"

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

THE publicity value of the very name of Michael Arlen is enormous. Combine that fact with the fact that he has written a marvelous entertainment-story especially for Pola Negri and you have a box-office picture second to none.

And what a title for any showman in big city or small town!

A Paramount Picture



OF THE WORLD"

OBJECT
MATRIMONY

VOL. 13, NO. 7

Matrimonial News

BACHELOR'S
BLUE LIST

FRIDAY 13



BOBBED-HAIR BELLA
Will let it grow if
preferred.



CHARLESTON CHARLOTTE
Answers to the call
of Hey! Hey!.



PENSIVE PAULINE
Has a tricky temper
under full control.



BABY-STARE BERTHA
Can stare you out
of a pay envelope
within seven minutes.



ZOZADONT ZORA
Recommended by
the College of
Dental Surgery.



TAMOSHANTER TERESE
One of those wild
women you read about.



a
Paramount
Picture

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



RICHARD DIX ^{is} *"Take a Chance!"*

SIX sparkling sirens—and each wanted to take a chance and marry our Richard! Each tried a different type of high-powered vamping upon him, with the funniest, friskiest results possible. What a picture for Take-A-Chance Week!

Directed by Gregory La Cava
Story by Townsend Martin



ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

BEBE DANIELS

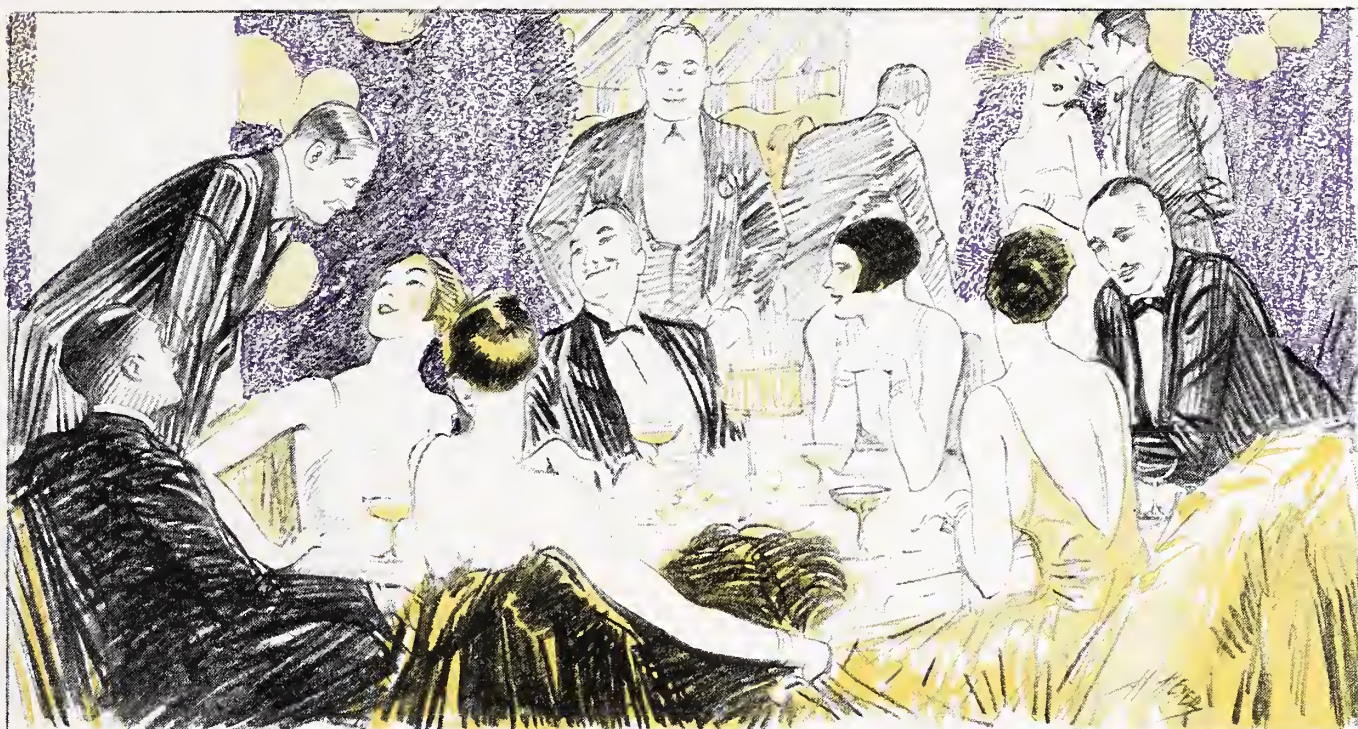
in



*The madcap
maid who made
a million!*

*with FORD STERLING
and Big Comedy Cast
Directed by Clarence Badger*





"MISS BREWSTER'S MILLIONS"

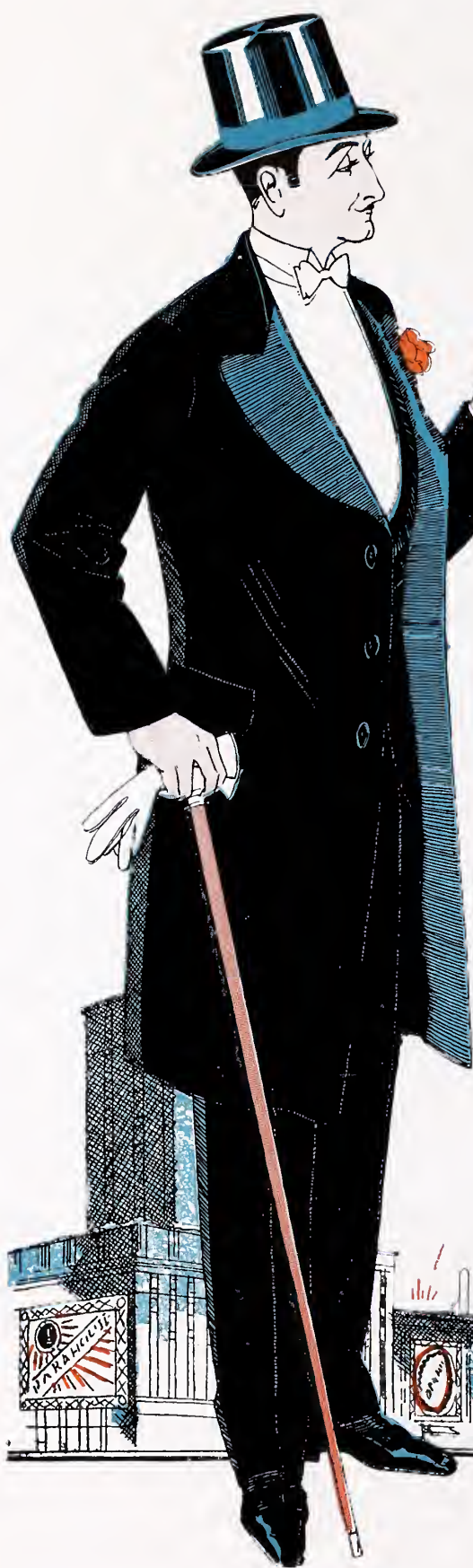
the de luxe comedy sensation of the year~

A FEMINIZATION and elaboration of George Barr McCutcheon's world famous novel "Brewster's Millions" and the play by Winchell Smith.

The screen needs an outstanding film comedienne making big comedy specials—and Bebe is it! An elaborate comedy staff of gag men, special trick photographers, the director of "Paths of Paradise"—the same kind of the expert equipment that has been placed behind Raymond Griffith—has been engaged for Miss Daniels. She's all set to make the greatest pictures of her career.

"Miss Brewster's Millions" is the story of a girl with a Ritz soul and a Childs income. Then suddenly she inherits a million dollars, which she has to spend within a year!

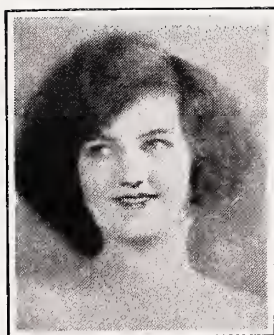




I'll See

Starring
**ADOLPHE
MENJOU**

A Paramount Picture



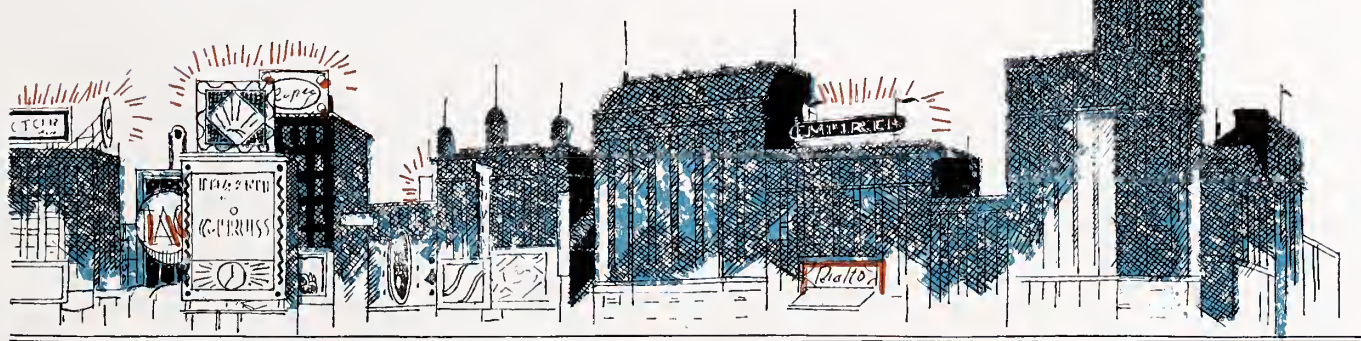
You Tonight

Supported by the sensational Parisian
beauty **ARLETTE MARCHAL**

Directed by William Wellman

THE success of "The King on Main Street" has inspired another comedy even more suited to the very popular talents of Adolphe Menjou. It is blessed with the marvelous Menjouesque title "I'll See You Tonight". And with a ravishingly beautiful heroine who will create the same furore as Greta Nissen has. Chic, new and alluring—and straight from Paris—Arlette Marchal.

Spiced with sophistication, rosy with romance, enriched with wonderful acting, comedy and tingling excitement—"I'll See You Tonight" is the type of de luxe entertainment every audience will love.





ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

DOUGLAS

In

“THAT’S
MY BABY!”

*Doug’s best and
we don’t mean maybe!*





MACLEAN

YES, sir, "That's My Baby!" Some
show. Some laughs—every reason in the world
why this should be the best comedy I've ever made.
We've got a peach of a story. I can't tell it all here.
It's too good to risk having somebody imitate it.
When you hear it I know you'll agree. I've always
come through on my promises, and I promise you
something *real* for the box-office in
"THAT'S MY BABY!"

Douglas MacLean



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

THOMAS MEIGHAN

in

“THE NEW KLONDIKE”

with LILA LEE

By RING LARDNER

(“You Know Me, Al”)

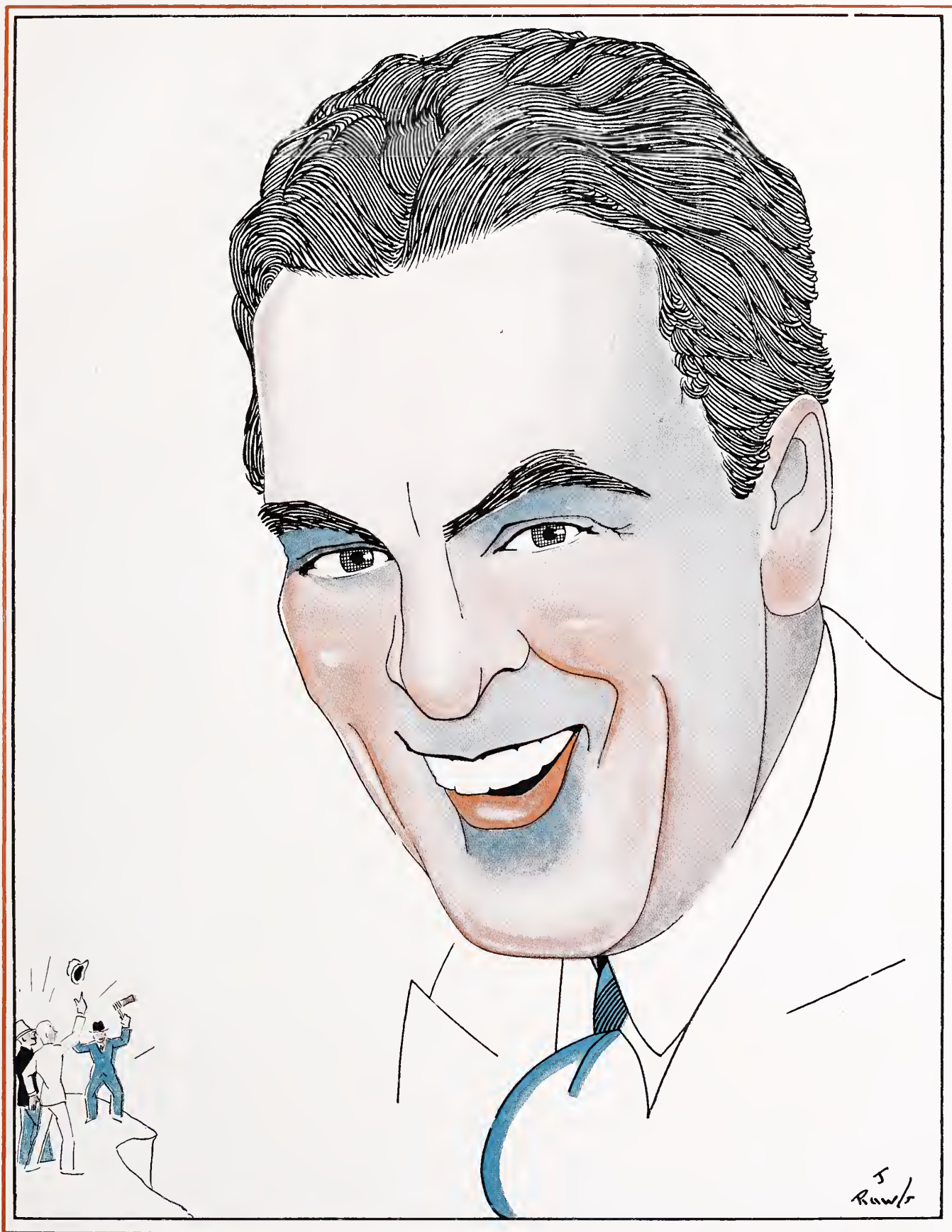
Directed by VICTOR HEERMAN

Screen play by TOM GERAGHTY

FLORIDA jammed before season opens. Glass of water, 15 cents. Baggage 5 to 7 days late. Scores sleeping in hotel lobbies. Hundreds living in tents. Freight embargo. Merchants unable to procure stocks. Stenographers making 700% in real estate deals and riding in Rolls-Royces. Thousands of Iowans selling farms and flivvering to Florida. Millionaires, clerks, Broadway stars, speculators, housewives and chorus girls pouring into Florida. The new Klondike! The Eldorado of today! Against this seething, roaring, infinitely colorful background, Thomas Meighan will make a great comedy-drama, being written for him by the nationally known humorist Ring Lardner whose work has achieved enormous popularity.

A Paramount Picture





5
Rau/r

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

A
**WILLIAM HOWARD
PRODUCTION**

*From the play "Martinique"
by Lawrence Eyre*

*Adapted by
Bernard McConville*

*A Paramount
Picture*

AN intensely dramatic,
spectacular melodrama
of love on a tropical island.
Produced by the man who
made "The Thundering
Herd," and on the same
sweeping scale. Bebe as a
fiery French-American girl
whose tempestuous career
is brought to an amazing
climax with the eruption of
a great volcano—a stupen-
dous scene!

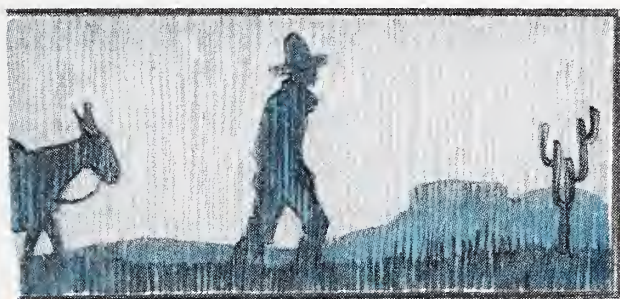
with **BEBE DANIELS · RICARDO CORTEZ ·**



WALLACE BEERY · ARTHUR E. CAREWE · DALE FULLER · EULALIE JENSEN

Produced by George B. Seitz
the man who made
"The Vanishing American"
with JACK HOLT
and BILLIE DOVE





ZANE GREY'S DESERT GOLD

ZANE GREY'S—the cream of all outdoor productions—and how they love them! Here is one of the best ever made! The thrilling tale of a rich man's son who escapes with a girl into the Painted Desert. There, amid wild rides, fights and adventures, he finds gold and love.

Supervised by Lucien Hubbard,
Supervisor of
"The Vanishing American"



*A
Paramount
Picture*

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT A
**RAOUL
WALSH**
PRODUCTION

"The Lucky

YOU'VE seen the ravishing love scenes between Greta Nissen and William Collier in "The Wanderer." Imagine these scenes repeated, only this time in modern clothes, modern settings and a strictly modern story! In a gay comedy of love and marriage directed by the man who made "The Wanderer," with Lionel Barrymore, Mark McDermott and a great cast supporting the two youthful lovers. Beautiful Greta Nissen was never so alluring as in "The Lucky Lady," the tale of the beauty who lavished her charms upon one man for revenge and upon another for love.



Lady "



with
GRETA NISSEN
WILLIAM COLLIER
LIONEL BARRYMORE
MARC M'DERMOTT

FROM THE STORY BY ROBERT SHERRWOOD
(Editor of *Life*) AND BENJAMIN BLOCH
SCREEN PLAY BY J.T. O'DONOHUE

A
Paramount
Picture



The Great



PICTORIAL REVIEW
ARTHUR T. VANCE, EDITOR
THE PICTORIAL REVIEW BUILDING
NEW YORK

9/24/25.

MR. VANCE'S OFFICE

Mr. A. M. Botsford,
Famous Players-Lasky Corp.
New York.

My dear Mr. Botsford:

"Wild Geese" by Martha Ostenso is unquestionably the finest first novel that ever passed through our hands. As a serial in Pictorial Review it was tremendously popular and I am sure that as a motion picture it will have equal success. It has all the elements that make success. All this is more remarkable because in my twenty five years of editing magazines I have had all sorts of prize contests to handle and nearly always with unsatisfactory, disappointing results, so I was all the more delighted and surprised to get so great a first novel as "Wild Geese" out of our recent contest. It was picked from more than 1700 manuscripts and got the unanimous vote of the judges.

Very truly yours,
Arthur T. Vance

ATV:MD

\$13,500 Prize Novel

"WILD GEESE"

will be

A Paramount Picture

A

William de Mille

PRODUCTION

OUT of an enthusiastic nation-wide \$13,500 competition for the best novel of the year conducted by Pictorial Review, Dodd, Mead & Co. (well known publishers) and Famous Players-Lasky Corporation, comes this smashing true drama of American life. The story of a young girl fighting her way out of the cold, bleak Dakota prairie, flinging tradition and convention to the winds and gaining happiness where life is free and beautiful. A serial in Pictorial Review (circulation 2,225,000) a novel, a great picture.



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

Pola



The Great 1926 Style Show

Released before Easter

Negri

in

"The PEACOCK PARADE"

A Raoul Walsh Production

WHAT a chance for your style show tie-up! What an opportunity of putting over the biggest money-business of the entire spring! The Peacock Parade! Ask any of Paramount's exploiters what you can do with *that*, before Easter time rolls around again.

For the picture will justify all your efforts toward putting over the greatest beauty, gown and style week ever conceived!

Pola Negri in "The Peacock Parade" is beauty, gowns and style to the nth degree and it's a ready-made showman's special if ever there was one!

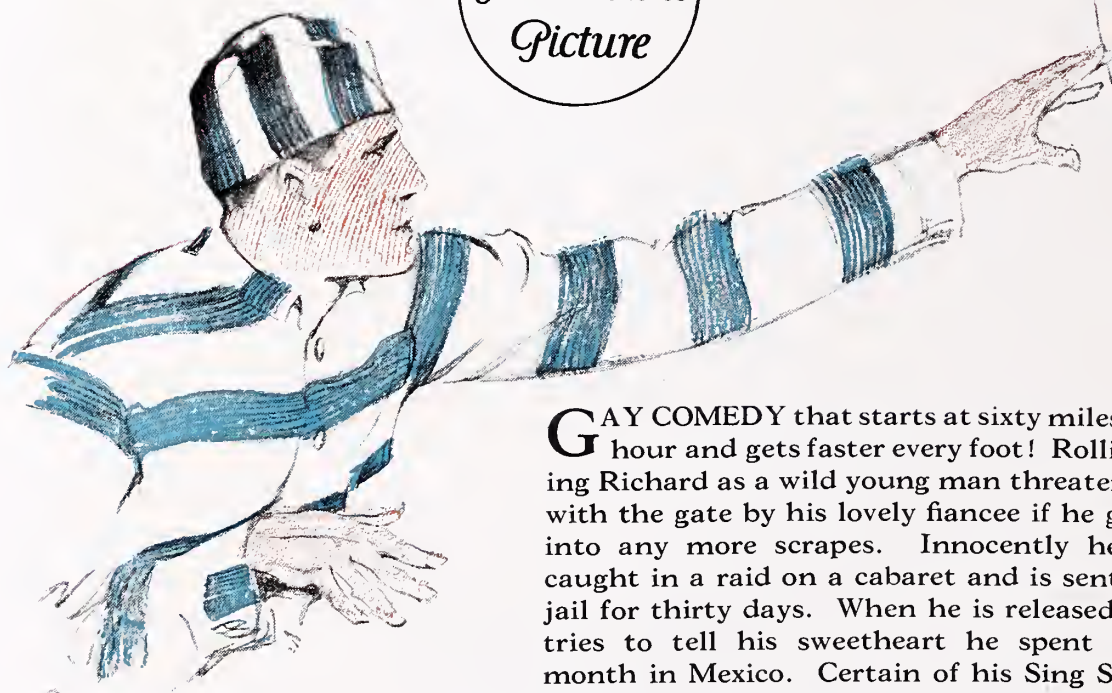
By Monte Katterjohn



RICHARD

"THE MAN FROM MEXICO"

a
Paramount
Picture

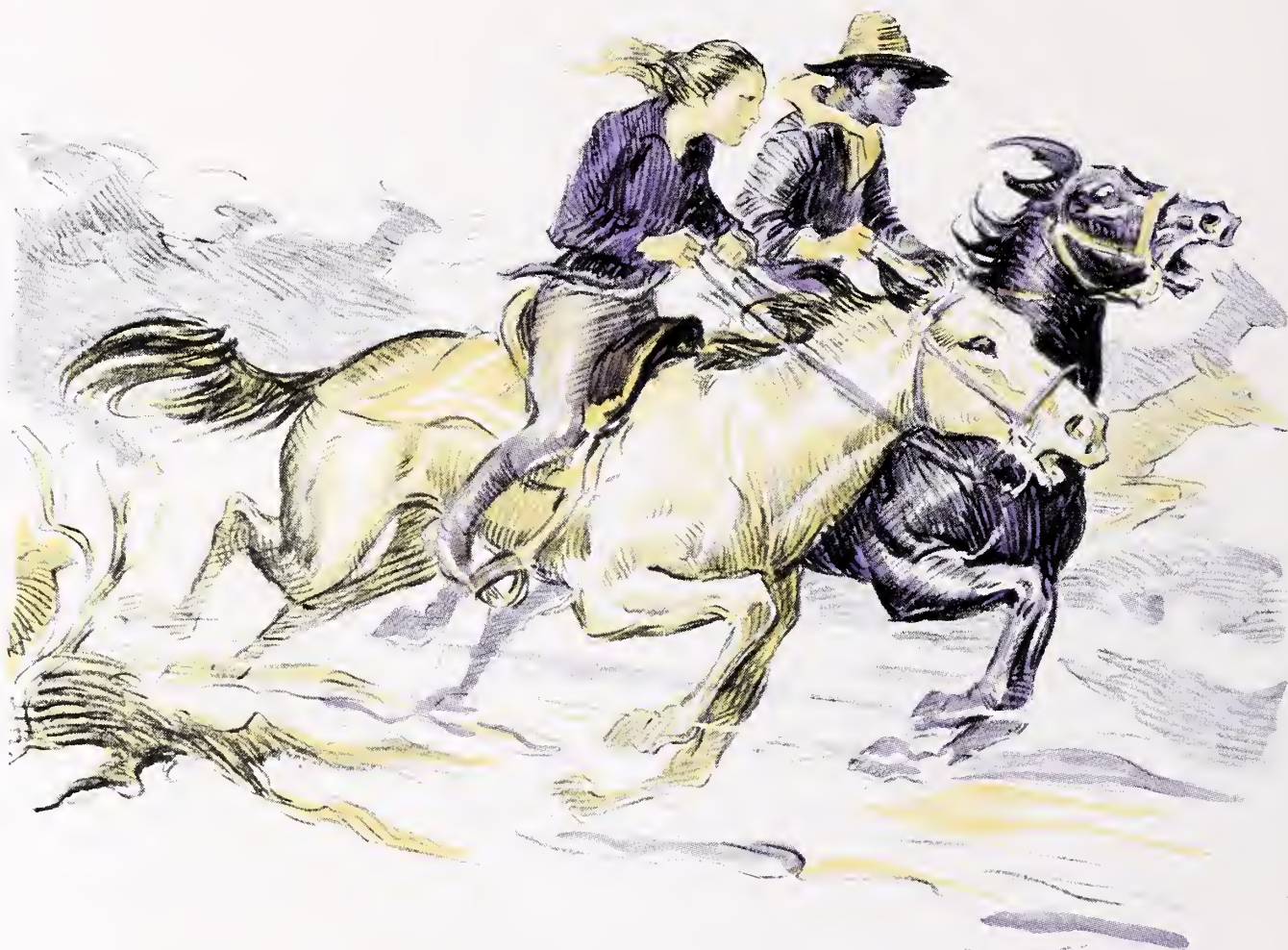


GAY COMEDY that starts at sixty miles an hour and gets faster every foot! Rollicking Richard as a wild young man threatened with the gate by his lovely fiancée if he gets into any more scrapes. Innocently he is caught in a raid on a cabaret and is sent to jail for thirty days. When he is released he tries to tell his sweetheart he spent the month in Mexico. Certain of his Sing Sing pals blow in, and—sweet hot tamale!—what a mess he's in! Gags galore, including the funniest chase ever filmed.

DIX *in*

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY





THE story ran in Country Gentleman and pleased millions. It is Zane Grey at his best. And what a best that has come to be! Shades of "Vanishing American" and "Thundering Herd!" How sweet the name Zane Grey is to any box-office in the land! The story of the love of a forest ranger and a New York society girl in a marvelous plot of action culminating in the tremendous drive of 50,000 deer over a mountain range.



ZANE GREY'S
"THE DEER
DRIVE"
*a
Paramount
Picture*

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

*With a cast of the most prominent artists in film-
dom, especially selected for this Zane Grey special*



BEBE DANIELS IN

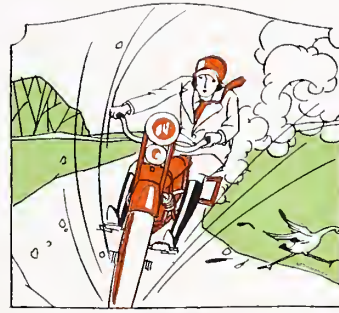
WHAT a box-office bet Bebe Daniels is proving in the fast, breezy, smart, de luxe type of comedy! Pictures like "Miss Bluebeard," "Wild, Wild Susan," and "Lovers in Quarantine" have put Bebe in a class by herself when it comes to whirlwind laugh-romances with a dash of pepper and tobasco in them. Audiences love this star in this kind of comedy. Exhibitors claim it's the easiest entertainment in the world to sell to the public and to satisfy with. Bebe Daniels in "The Palm Beach Girl" is this type of sure fire comedy at its best!

The swiftest, most exciting race story ever written by the speed-story writer, Byron Morgan...

For thrills it has:

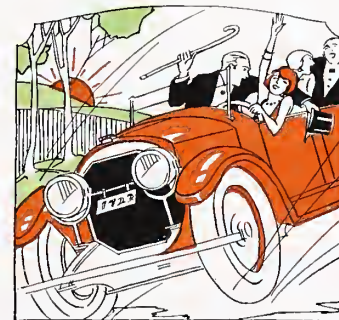
A SENSATIONAL smash of a giant sea-plane! An amazing race between a speed boat and the Havana Express across the Florida Keys! A breath-taking race in fashionable Miami between the fastest speed boats in the world.

Directed by Edward Sutherland



"THE PALM BEACH GIRL"

ON the front pages of every newspaper you see Florida, Palm Beach, society girls on the sand, bathing beauties, wealth, spice, gaiety, speed. This is the atmosphere of the fastest of all Bebe Daniels comedies, "The Palm Beach Girl." Bebe plays the girl, rich, beautiful, wooed by many men. Apparently bored and blase, but actually daring and eager for thrills. Pell-mell into the funniest and wildest turmoil of adventures possible she falls, and before she's through she's got the audience breathless from laughter and excitement.





ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

AN
EDWARD SUTHERLAND
PRODUCTION

with

MARY BRIAN & WALLACE BEERY RAYMOND HATTON

The inimitable comedy of Wallace Beery and Raymond Hatton (the laughable musketeers of "Adventure") plus the beauty of Mary Brian, in a brand new type of smile picture.

A big special comedy treating elaborately of the sunny side of the war. A riot of grotesque and gorgeous gags.

The tale of a roughneck and a sap who fought the whole German army for a girl. Written by Hugh Wiley, creator of the famous "Wildcat" stories in the Saturday Evening Post.

Directed by the man who made "Wild Wild Susan" and "A Regular Fellow." Screen play by Ethel Doherty.

"BEHIND



A
Paramount
Picture

THE FRONT"

A real romance of life and love in the land



COME TO
MO

*"a voice whose
seductive call
appeals to all
alike" -GAUGUIN*



where we'd all like to live!

ANA

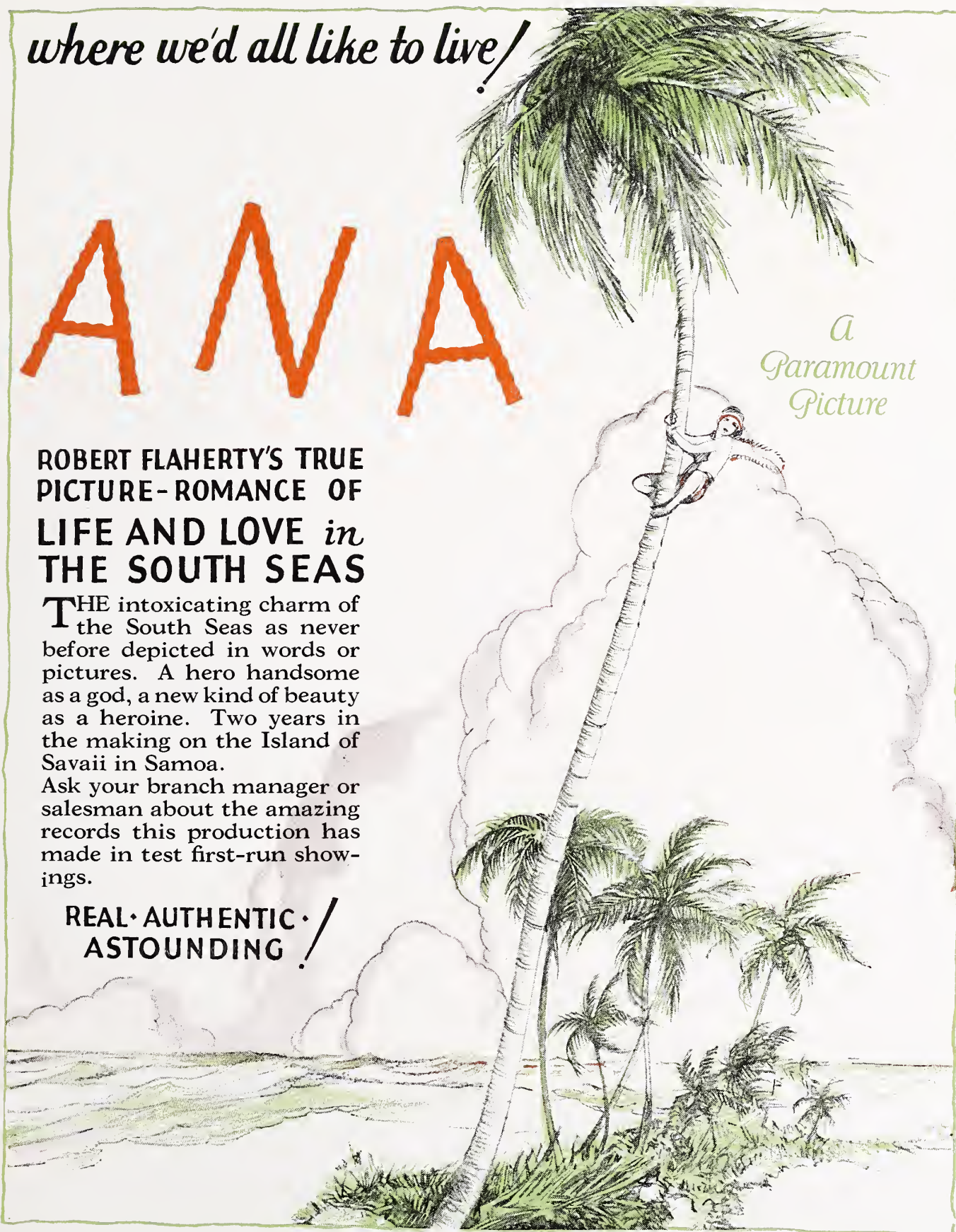
*A
Paramount
Picture*

**ROBERT FLAHERTY'S TRUE
PICTURE-ROMANCE OF
LIFE AND LOVE *in*
THE SOUTH SEAS**

THE intoxicating charm of the South Seas as never before depicted in words or pictures. A hero handsome as a god, a new kind of beauty as a heroine. Two years in the making on the Island of Savaii in Samoa.

Ask your branch manager or salesman about the amazing records this production has made in test first-run showings.

**REAL • AUTHENTIC •
ASTOUNDING !**



ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

**A MOTION PICTURE
OF THE MOST START-
LING EVENT EVER RE-
CORDED! ENDORSED
IN GLOWING EDITORIALS
IN EVERY CITY IT HAS
PLAYED**

*recorded for the screen by
Merian C. Cooper and
Ernest Schoedsack with
Marguerite E. Harrison*
A Paramount
Picture

*A nation
moved across
a universe in
a finish fight
with fate*



"GRASS"

story by an angry god

from a scenario —

suggested by Necessity.

directed by Fate.

staged by Destiny —

*Those who
missed the
landing place
went on and
on to doom*

*in a land
blasted by the
crimson thumb
print of disaster.*



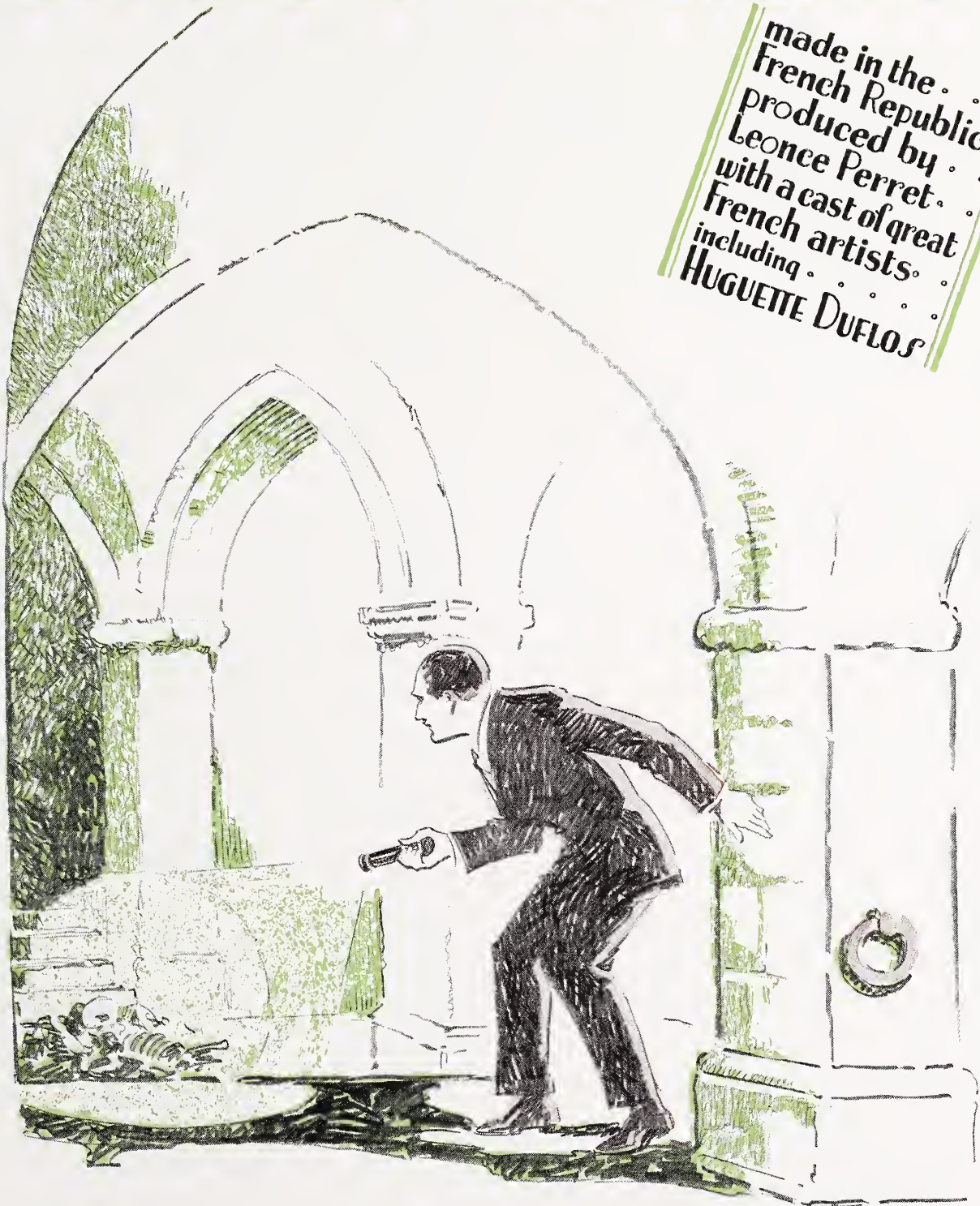
ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

"THE



SECRET SPRING"

made in the . . .
French Republic . . .
produced by . . .
Leonce Perret . . .
with a cast of great . . .
French artists . . .
including . . .
HUGUETTE DUFLOS



15 SHOWMAN'S SPECIALS

(Listed on the preceding pages)

**Analyze them:
Think them over!
Check them up with
all available product
in the market today!**

ON the foregoing pages are listed pictures whose merit might very well entitle them to front page, first preferred position with any product that has ever been released in picturedom.

Every one of them is a Showman's Special.

Every one of them has in it elements that combine to make box-office success.

There is no such thing as a seasonal product in an announcement that contains such quality as has been listed here.

Regardless of the season of the year, there are definite values in each of these pictures that can claim for them the distinction of being the outstanding box-office hits of the industry.

Check them up! Analyze them! Think them over! Compare them with the available product in the market today.

At no time in the history of pictures—winter, summer, spring or fall, has there been such quality, such outstanding picture by picture individual merit as you'll find in these Showman's Pictures.

And that's a fact that nobody can deny.

*Paramount's
15 Showman's Pictures*

AND NOW FOR THE 10 LONG-RUN *Paramount Specials!*

(Listed on the following pages)

THIS announcement of Paramount Pictures is divided for convenience into two parts.

You've read about the Showman's Pictures on the pages preceding.

And now for the long run specials!

Here are pictures whose very nature commands extraordinary box-office pressure, whose qualities entitle them to exceptional exploitation and whose pulling power will enable them to qualify as truly Long-Run Features of the highest type.

Back of each of them is not one but many things in titles, names, stories, casts, production or exploitation possibilities that make them exceptional in their box-office power.

It needs no prophet to say that in these Long-Run Specials the industry will have the real outstanding hits of the year, and that too, regardless of time or season.

There is no spring, summer, winter or fall in the needs of the box-office of the exhibitor who wants to prosper. What the industry needs is a complete and continual supply of *Big Pictures That Draw!*

And here in the Long-Run Specials you may be sure you have them!

HAROLD



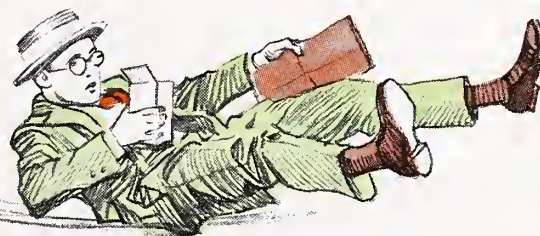
LLOYD

in

“FOR HEAVEN’S SAKE!”

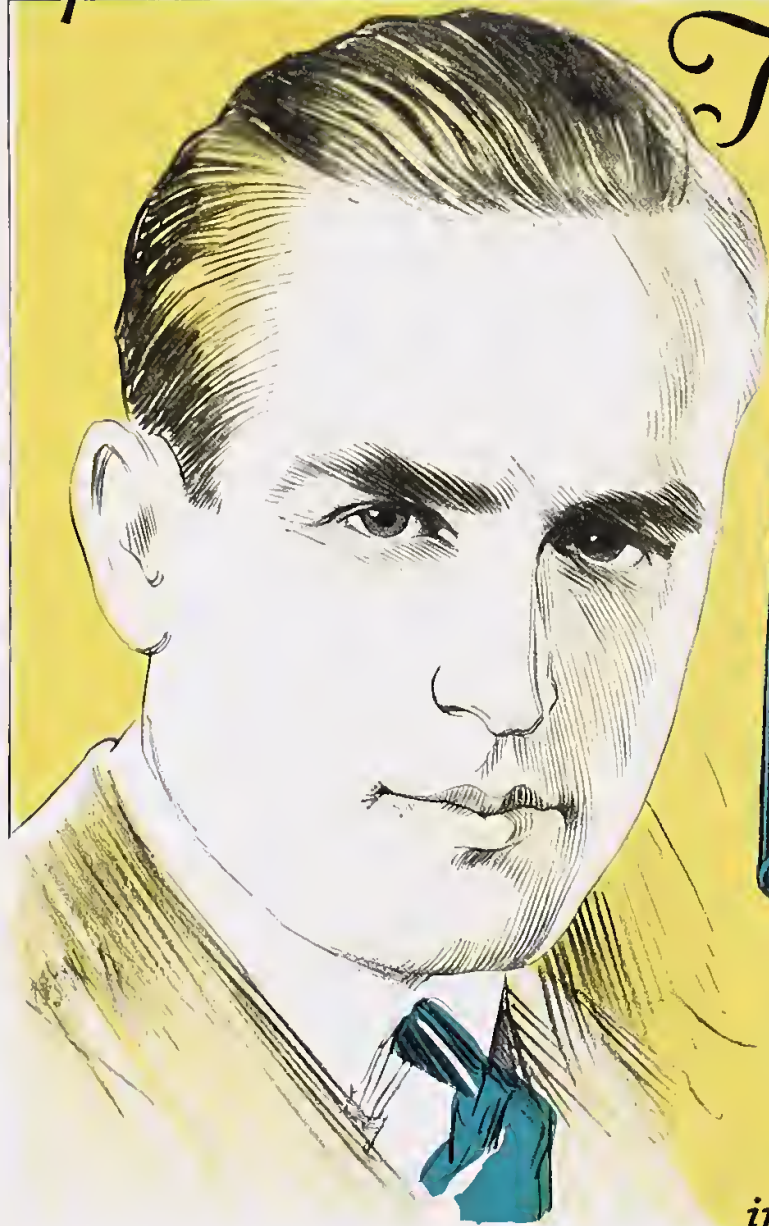
ADD up all of the great comedian’s past successes and multiply by two and you’ll still be short of the net result of this, the greatest Harold Lloyd production ever made, the story of Harold on the Bowery working with and double-crossing a gang of crooks for the sake of the Mission and the girl who runs it.

Paramount takes pride in presenting to exhibitors this latest and greatest product of the Harold Lloyd Corporation in the sure belief that it will outdraw in public interest and box-office receipts any of the many former great achievements of this great star.



The top notch double barreled AA No.1 of long-run specials!

This, LADIES AND GENTLEMEN - is **HAROLD LLOYD**



THE most remarkable figure in the history of motion pictures. In his name alone, without a doubt, the most stupendous box-office draw in the world today. To analyze the reasons for that fact would be to recount the whole history of all the painstaking efforts his corporation makes to produce for the American public the *exact* thing that the public wants.

And that is what he (and they) have done in Harold Lloyd's first release under the Paramount banner.

It's difficult to
improve
past performances
that seem
perfect

But the actual
truth is
"For Heaven's Sake"
is Harold Lloyd's
best picture

a
Paramount
Picture

in **"FOR HEAVEN'S SAKE!"**

A super double-extra, double-long-run special ~ ~ ~

ZANE GREY'S

"THE

VANISHING AMERICAN"

WITH **RICHARD DIX**, Lois Wilson
Noah Beery, Malcolm M'Gregor,
assisted by the Hopi and Navajo Indian Nations
and the United States Army

*A
Paramount
Picture*

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

EPICS

GREEK Odyssey
LATIN Aeneid
PERSIAN Shah-nameh
NORSE Siegfried
GERMAN Nibelungenlied
ENGLISH Beowulf
IRISH Cuchulain
FRENCH Chanson de Roland
SPANISH The Cid
AMERICAN The Vanishing American

At last - a real epic of entertainment deserving of the term ~

ZANE GREY'S

THE VANISHING

with **RICHARD DIX**
Lois Wilson, Noah Beery, Malcolm McGregor
assisted by the Navajo and Hopi Indians
and the United States Army

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

THIS stupendous super-special epic romance of the American Indian is shattering records east, south and west. At the Imperial, Charlotte, N. C., where the record week's business was \$4,942, it got over \$7,000. That's typical. Let the newspaper critics write the rest:

"It is stupendous. It is magnificent. It is greater than 'The Birth of a Nation' because it has more of that which made 'The Birth of a Nation' great."—*Charlotte Observer*.

"One of the greatest pictures of this or any other film year."—*San Francisco Call*.

"One of the most beautiful and stirring things yet done in the films. Its action is swift and smooth. It moves with the speed of the wind and the power of a hurricane. It is always picturesque. It is sane. It is a true story of a passing people. Even 'The Covered Wagon' must take second place."—*New York World*.

"It is like a full-throated war cry ringing down through the ages. A glorious picture."—*New York Daily News*.

ADAPTED BY LUCIEN HUBBARD

DIRECTED BY GEORGE B. SEITZ

SCREEN PLAY BY ETHEL DOHERTY

A Paramount Picture



AMERICAN"



What's new today along Broadway



Siren of Babylon

LURING lady of fire and
Lice, Tisha—the Temp-
tress. Warm and scarlet her
lips as sun-kissed pomegran-
ate; her eyes deep pools of
enticing mystery.

Rich men woo her with
jewels and gold. Kings lose
their crowns in the struggle
for her smiles. Queen of
the Orient. Siren of Baby-
lon. Priestess of Ishtar, the
pagan pleasure-goddess.

In "The Wanderer" you
will meet her—Tisha, the
Siren. Already setting the
world agasp as played by
Greta Nissen, the sensa-
tional Norwegian beauty.
One of the hundred eye-
dazzling thrills that flood
this amazing super-special.



Jethro

THE Prodigal Son. The
lad of long ago who left
home for the wine, women
and song of a wicked city.
And came back, ragged and
repentant, to forgiveness
and the fatted calf.

The First Black Sheep,
Hero of "The Wanderer."
And how many hundreds
of thousands of wanderers
have come after him! How
many who read this page
have left homes to seek plea-
sure or profit or fame, afar!

What a mighty theme for
a motion picture! And how
perfectly William Collier,
Jr., portrays the role of
The First Black Sheep!



Naomi

THERE is Tisha, the per-
fumed Babylonian en-
chantress. And there is
Naomi, the pretty country
maiden, pure and unspoiled.
Both enacted on the screen
in "The Wanderer" by
beautiful women. Portray-
ing Naomi with delightful
charm and warming appeal
is Kathryn Hill, famous
model of Howard Chandler
Christy and other distin-
guished artists. Proclaimed
by them the loveliest lady
in America. Naomi is the
kind of a girl your mother
must have been. Miss Hill,
sweet and fresh as an April
morning, is exactly the ac-
tress for the role.

You will carry in your
heart for a long time the
image of Naomi, beautiful
symbol of pure womanhood.

**THE
WANDERER**

**THE
WANDERER**

**THE
WANDERER**

WITH
**ERNEST TORRENCE
GRETA NISSEN**

**WILLIAM COLLIER, JR.
WALLACE BEERY**

**TYRONE POWER
KATHLYN WILLIAMS**

was applesauce in Babylon ! ~ ~ ~



Tola

GREATEST of all villains of the slumbrous East is Tola. Tola, the Evil One. Roaming the deserts and plains and the narrow streets of Babylon. With him the luring lady Tisha, the bait with which he snares the gold and honor of men. What match for this wily criminal is Jether, the Shepherd Boy?

What match indeed, with Ernest Torrence portraying the role of Tola, in "The Wanderer?" Torrence who can express more of villainy with a lift of the eyebrow than most heavies can in five reels.



Pharis

WALLACE BEERY as a swaggering sailorman. Fabulously wealthy and greedy for pleasure. That's Beery's role in "The Wanderer." And what a whale of a time he has playing it! No wonder roars of laughter and thunders of applause greet his first appearance on the screen. Skidding on the wine-soaked floor of Tisha's palace of a thousand delights. With what Rabelaisian unction, with what good-natured villainy Beery plays the part of Pharis, the big butter and egg man from the sea! It's sheer joy.



Huldah

THERE is yet another great woman role in "The Wanderer" — the Mother. The mother of the wandering son. The great-hearted woman who restrains her tears and hides her aching heart as the headstrong youth leaves home, who watches and waits for him, who grieves as he becomes sinner and wastrel, who clasps him to her breast and forgives him upon his return.

Kathryn Williams portrays an entirely new type of mother in "The Wanderer." Quiet, dignified, beautiful, she conceals within her rather austere exterior a great loving heart.

THE WANDERER

THE WANDERER

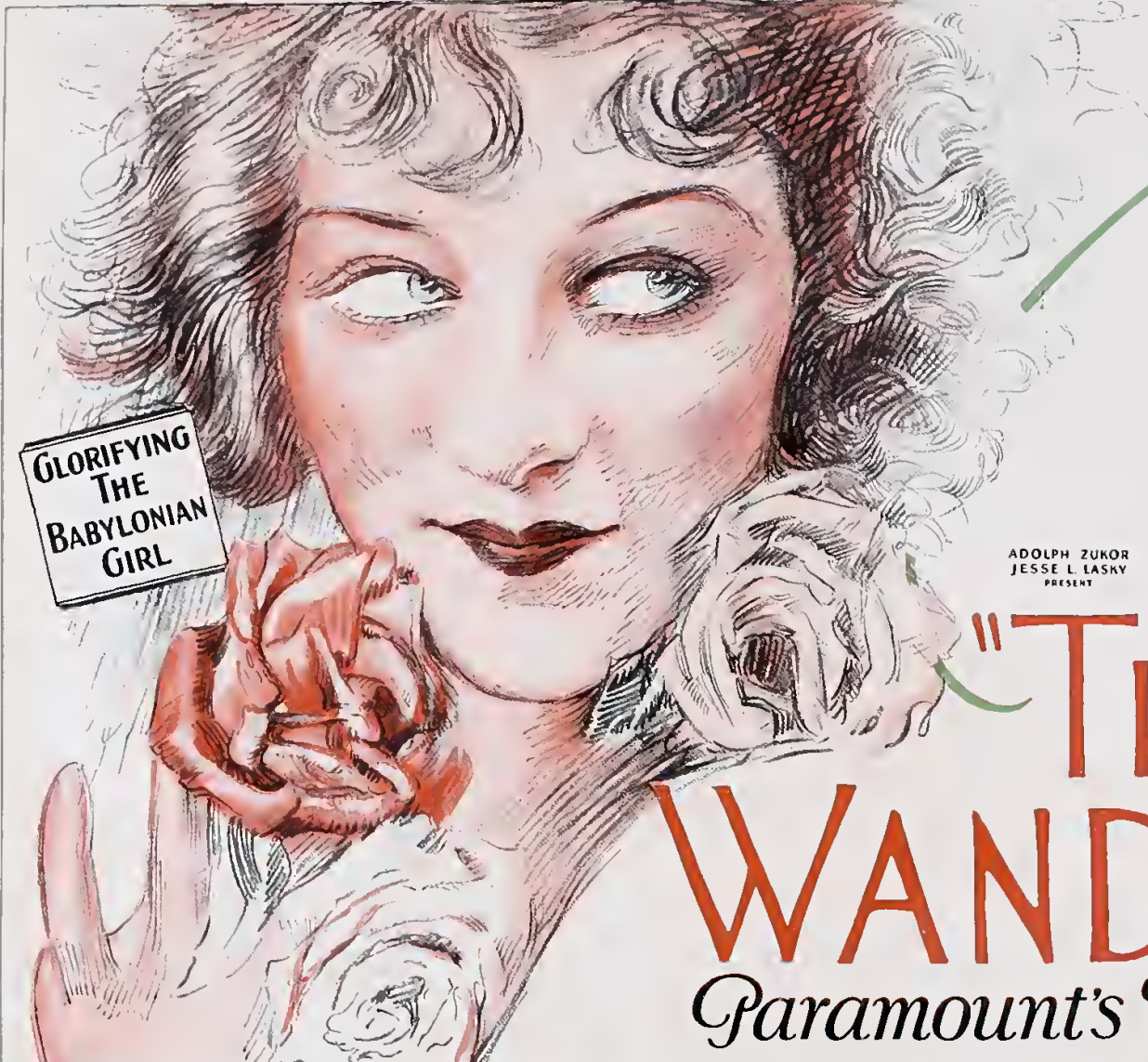
THE WANDERER

^A
RAOUL WALSH
PRODUCTION

FROM THE STAGE
SPECTACLE . . . BY
MAURICE SAMUELS

SCREEN PLAY . . . BY
JAMES T. O'DONOHUE
A Paramount Picture

Another of Paramount's Long-Run Specials!—



GLORIFYING
THE
BABYLONIAN
GIRL

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

Produced by
RAOUL WALSH
with
ERNEST TORRENCE
GRETA NISSEN
WM. COLLIER JR.
WALLACE BEERY
KATHLYN HILL
TYRONE POWER
KATHLYN WILLIAMS
SNITZ EDWARDS
& CAST OF 2000
Tremendous Spectacular
effects by ROY POMEROY

**"THE
WANDERER"**
Paramount's Wonder-Drama

A two dollar road-show that is a box-office Triumph!

TWO MORE STUPENDOUS BOX-OFFICE LONG-RUN SPECIALS • Allan Dwan Productions



"SEA HORSES"

with

**FLORENCE VIDOR
JACK HOLT
NOAH BEERY
LAWRENCE GRAY
GEORGE BANCROFT**

FROM THE BEST SELLER •
BY FRANCES BRETT YOUNG

A
Paramount
Picture



THE RED BOOK STORY
FROM THE RED BOOK STORY "HEAVEN BOUND"
A
Paramount
Picture

A Dramatic Thunderbolt!

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

A
JAMES CRUZE
Production of the
Mighty Spectacular
Drama !

ONCE upon a time there was a jockey who was badly hurt in a fall. In the hospital his lovely nurse became to him a vision of beauty. The night she innocently remained in his room, she was discharged by the authorities and that was the last he ever saw of her—until—

Once out of the hospital, the jockey's sad face and the coincidence of rain whenever he appeared at the track, brought on him the title of The Rainmaker. The superstition persisted and soon owners of mud horses were hiring him to bring on rain. It was in a Mexican honky tonk that he again saw the girl, now known as "Mexican Nell." The whirl of evil in this gamblers' paradise swooped around them. A preacher warned of the plague to come. It came—a drought that brought death and destruction to the town. People died like flies. The girl, too, was about to die, no longer "Mexican Nell," but the vision of beauty that first appeared to him. Then it was that he prayed—really prayed—for the god of the thunderbolt. And as he prayed, the torrent came, and two lost souls were saved.

A story that is a sensation! A race-track spill, fights, and drunken revelers dancing in the light of a burning church—the plague and the prayer and the answering torrent. Truly a thunderbolt of dramatic power, this one, as exceptional a super-special as you'll find in ten years. To be produced on a gigantic scale.

"THE



The poster features a dramatic sky with dark, swirling clouds and a bright yellow lightning bolt striking down. The title 'RAINMAKER' is written in large, bold, yellow letters with a black outline, positioned across the middle of the sky. Below the title, the text 'From the Red Book story by Gerald Beaumont' is on the left, and 'a Paramount Picture' is enclosed in a circle in the center. The bottom of the poster shows a landscape with a small town on the left and a single cactus on the right, with rain falling over the scene.

RAINMAKER

*From the Red Book story
by Gerald Beaumont*

*a
Paramount
Picture*

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT AN

**ALLAN
DWAN**
PRODUCTION,
—BY—
**FRANCIS BRETT
YOUNG**

II

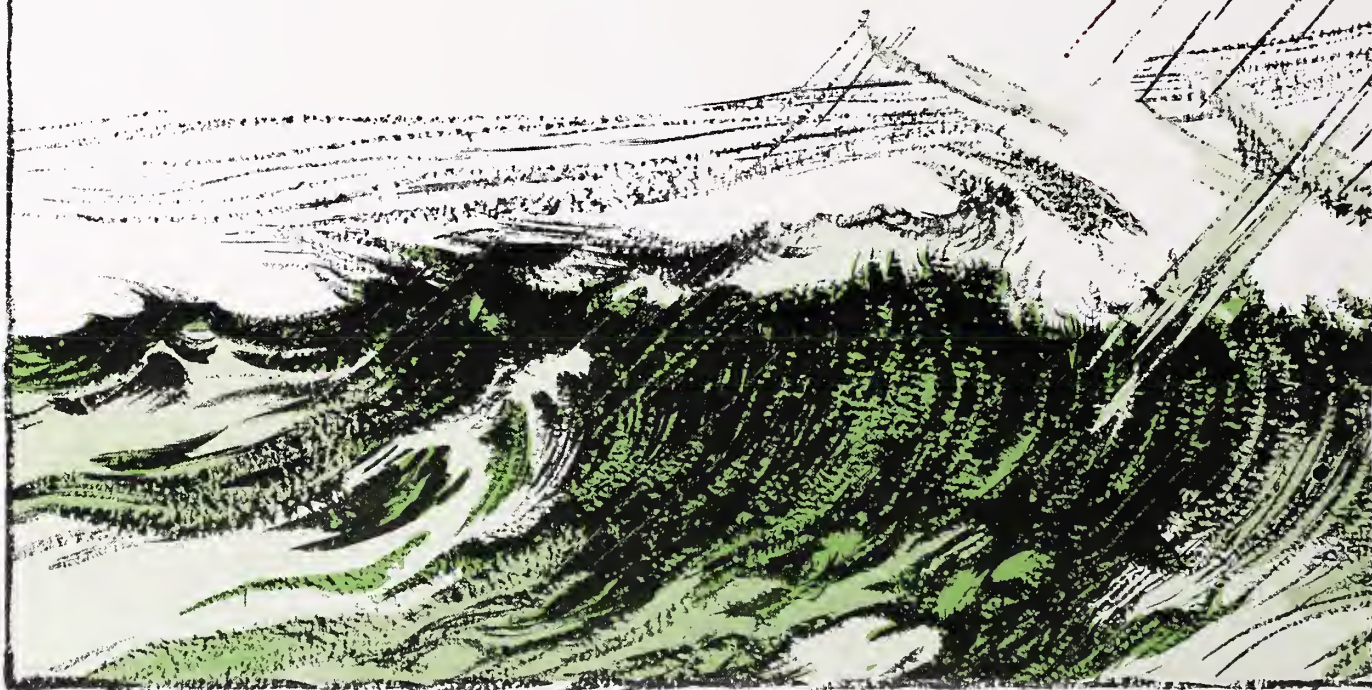
SEA

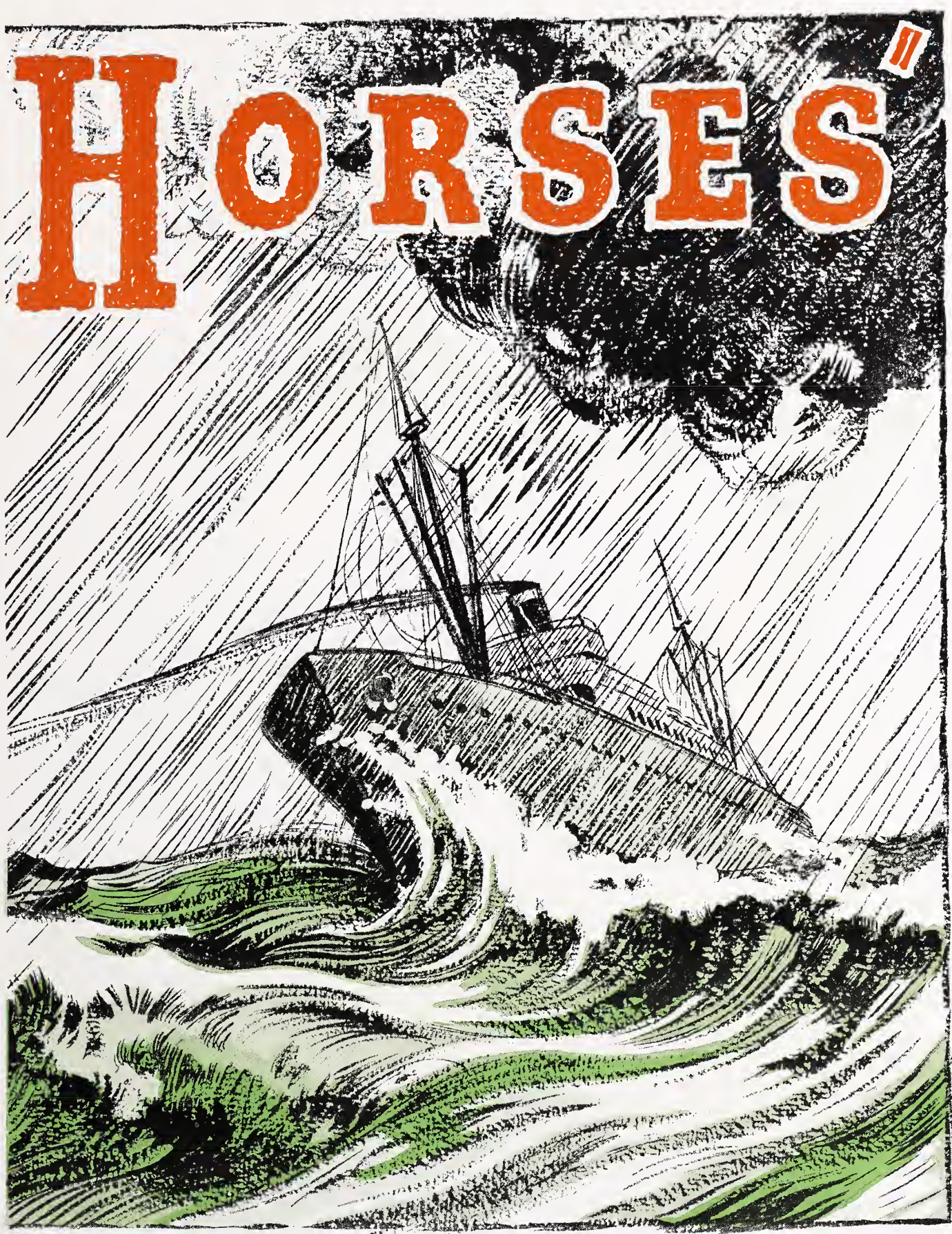
*a
Paramount
Picture*

With

FLORENCE VIDOR, JACK HOLT, NOAH BEERY,
GEORGE BANCROFT, LAWRENCE GRAY

TORNADOES and shipwreck, a fight in a swamp, love and adventure on sea and land—tingling with thrills—massive in production—teeming with box-office possibilities, this great Dwan special is one of the long-run features of the year. The book is a best seller—the cast is superb—the story a great melodramatic adventure, completely different from the ordinary. This is no mere “movie.” This is a great big spectacular “special,” with all that word implies.





RAYMOND



GRIFFITH

IN "FRESH PAINT"



RAYMOND GRIFFITH has reached the point now where they start laughing as soon as his name is flashed on the screen. That means real money at the box office.

Griffith has a big de luxe staff of directors, writers, cameramen and technicians of all kinds doing nothing but devising ideas and working on Griffith comedies. The result is that every Griffith picture now is a big comedy special presenting the new favorite plus the best in story material and investiture that brains and money can secure.

"Fresh Paint" is a corking story for Griffith with a wonderful pulling title. The laughing possibilities are evident. The tie-up possibilities are limitless. A big supporting cast of well known players will appear with the star.

A Paramount Picture

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

W.C. FIELDS *in*

*The comedy genius of
Stage and Screen!*

ASK the man who's seen him! The cyclonic sensation of the comedy field today is this erstwhile star of "Poppy" and "Ziegfeld's Follies." No richer mine of real deep rib-tickling comedy has ever been discovered for the films. His work in "Sally of the Sawdust" and "That Royle Girl" proved the resounding hit of the year.

Now he is in a special de luxe picture comedy wherein he'll knock 'em off their seats and send the crowds back asking for more.

Something new! Something different!

A distinct advance in the kind of pictures audiences are most eager to see.

*a
Paramount
Picture*



"It's the Old Army Game!"

with CLARA BOW
as his daughter

* "It's the Old Army Game!"
is an expression meaning
"Never give
a sucker an
even break."

It's the
Old Army
Game!



TWO OF THE SEASON'S GREATEST COMEDY LONG-RUN SPECIALS ♦♦



"IT'S THE OLD ARMY GAME!"

Starring

W. C. FIELDS

FOR years W. C. Fields had a deluxe comedy juggling act in the Follies in which he was amazingly funny without uttering a word. Given his first speaking part, in the musical comedy "Poppy," he was the over-night sensation of Broadway! Night after night, for over a year, he stopped the show. His tag-line, "It's the Old Army Game!" became a part of the language.

When D. W. Griffith filmed "Sally of the Sawdust," he introduced the marvellous pantomimic gifts of Fields to the motion picture world. Paramount thus is able to offer you the first Fields starring special, "It's the Old Army Game!", built around the great comedy character created by Fields—that of the lovable flim-flammer who "never gives a sucker an even break."

A Paramount Picture

"FRESH PAINT"

Starring

RAYMOND GRIFFITH

TO EXHIBITORS: Raymond Griffith is your star. You discovered him. You urged us to star him. Long before we actually did star him, you were playing him up as a star in your advertising and publicity. We promised to help you by starring him in big comedy specials made by as an elaborate and as fine a comedy organization as could be gotten together. We kept our promise, as you know, in "A Regular Fellow." We are keeping it again in the new Griffith comedy "Hands Up!" We are going to do more than keep our promise in "Fresh Paint."

We are planning to shoot the whole works on Griffith in "Fresh Paint!" We are going to give you the greatest laughter show ever, that will put Raymond Griffith where he doesn't have to take off his famous high hat to any other comedian on the screen, bar none!

A Paramount Picture



THREE MORE OF PARAMOUNT'S LONG-RUN SPECIALS

"THE BLIND GODDESS"

R_x *For the box-office*

BIG FALL SPECIAL advanced to Spring
ARTHUR TRAIN'S Epic of Law and Love
BIG director
BIG cast
THRILLS, love and a mighty question



"THE GRAND DUCHESS AND THE WAITER"

R_x *For the box-office*

ADOLPHE Menjou's greatest role
FLORENCE Vidor and Parisian clothes
MALCOLM St. Clair, the new "genius" director
ANDRÉ de Beranger, of "Are Parents People?"
LAUGHS, romance, excitement,
consummate acting



"DANCING MOTHERS"

R_x *For the box-office*

CONWAY Tearle as the father
ALICE Joyce as the mother
CLARA Bow as the daughter
HERBERT Brenon as the director
DONALD Keith as the hero
TEARS and heart-tugs, laughs and thrills



— WITH —
TOM MOORE
BESSIE LOVE
HARRISON FORD



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

THE SONG

THERE never was a better show than this. George M. Cohan wrote it, Herbert Brenon directed it, Tom Moore, Bessie Love, Harrison Ford, Norman Trevor, George Nash and a cast of artists are featured. Moore never had a part that suits him like this. Bessie Love never did a more dashing Charleston. Back stage glamor was never so excellently handled. Gorgeous theatrical revue stuff was never before staged like this. And you can't think of a story that combines so well the laughter and the heart-tugs that hit home to the great public. Pathos and laughter, gold and gilt, the story of the song and dance man will linger long in the memories of picture-lovers after many an epic picture is forgotten.

— A —
HERBERT BRENON
PRODUCTION

FROM **GEORGE M. COHAN'S**
FAMOUS COMEDY SUCCESS,

A Paramount Picture

AND DANCE MAN



A Snappy Love Cocktail with a Real Parisian Flavor

WE have seen this picture. It is the smartest, most highly polished love comedy we have ever produced. As sophisticated as "A Woman of Paris", as down to earth and packed with gags as "A Regular Fellow." Menjou is his own perfect self in it. Florence Vidor, in breath-taking Parisians gowns and a new boyish bob, is amazingly beautiful. Malcolm St. Clair, producer of "Are Parents People?" and "The Trouble with Wives," has given us a comedy masterpiece.

Alfred Savoir, author of "Bluebeard's 8th Wife," wrote "The Grand Duchess and the Waiter." The stage play is turning them away on Broadway, New York. Everybody wants to enjoy the exploits of the rich Parisian boulevardier who masquerades as a waiter in order to make love to the outwardly haughty, inwardly warm-blooded Duchess who has caught his fancy. The whole production is made with panchromatic film, which makes characters and settings strikingly life-like.



ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

THE GRAND DUCHESS

DIRECTED BY MALCOLM ST. CLAIR ~

FROM THE PLAY BY ALFRED SAVOIR
ADAPTATION BY JOHN LYNCH
SCREEN PLAY BY PIERRE COLLINGS

A Paramount Picture



AND
THE WAITER" WITH
ADOLPHE MENJOU
and FLORENCE VIDOR

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

A
**HERBERT
BRENON**
PRODUCTION

"DANCING

Starring

**CONWAY TEARLE
ALICE JOYCE**

CLARA BOW

DONALD KEITH

*By Edmund Goulding
and Edgar Selwyn*

A Paramount Picture



MOTHERS"

THE father is a wealthy idler. The daughter is a captivating flapper. So the pretty mother says, "Why don't I step out, too?" So she does. And she's some stepper! And some dresser! And some—but wait until you see the complications in this big, flashy, Rolls-Royce comedy-drama of New York society. Made by the producer of "A Kiss for Cinderella." The man who wrote "Night Life of New York" is co-author.

*From the play that ran
a year at the Booth
and Maxine Elliott
Theatres, Broadway*



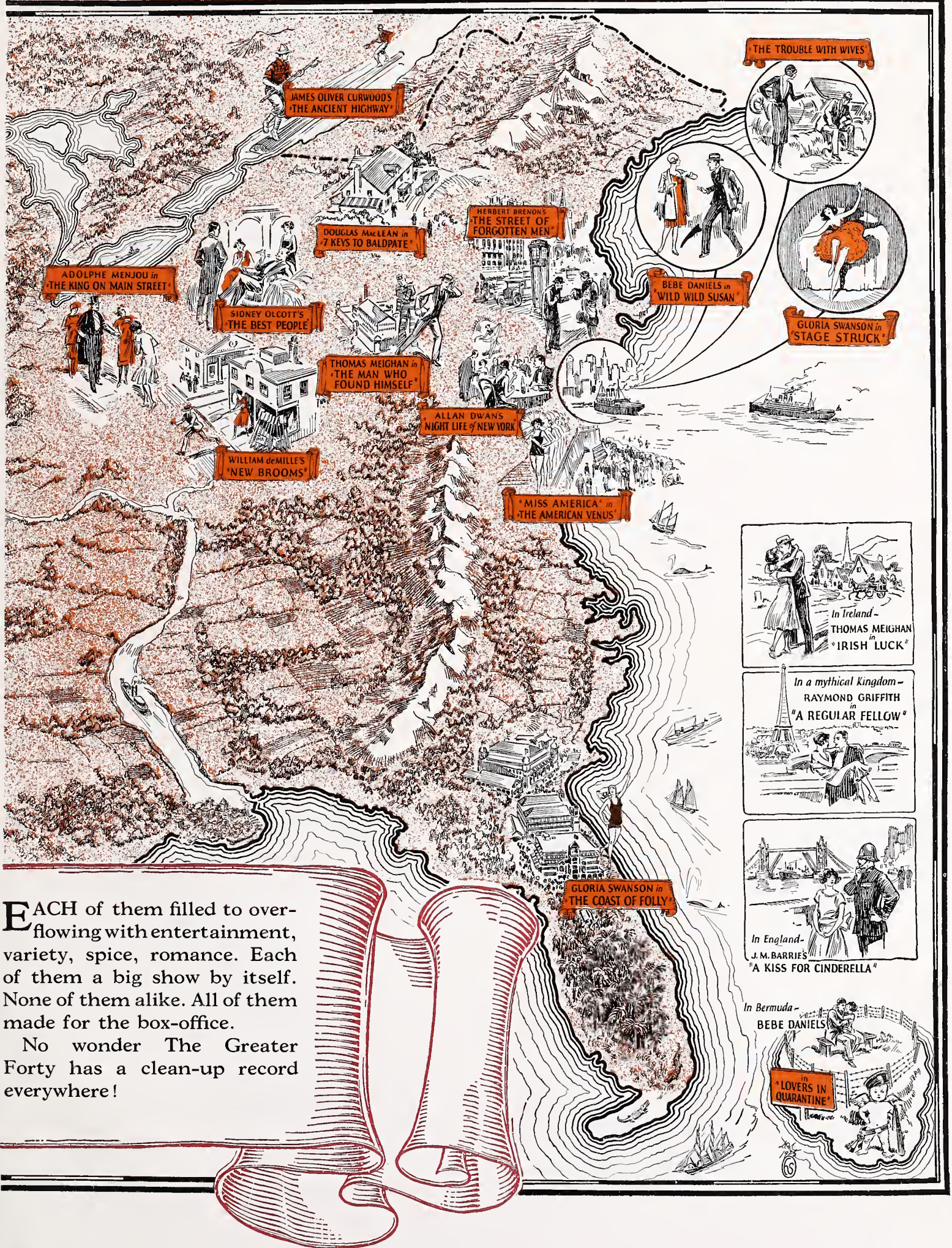
THE WORLD OF ROMANCE IS COVERED IN



PARAMOUNT'S Greater Forty was announced to the trade six months ago.

The map pictured here gives some indication of the scope of the pictures. From Ireland to Calgary, from Bermuda to Arizona, from Palm Beach to Chicago, the stories troop by.

PARAMOUNT'S GREATER FORTY • • •



EACH of them filled to overflowing with entertainment, variety, spice, romance. Each of them a big show by itself. None of them alike. All of them made for the box-office.

No wonder The Greater Forty has a clean-up record everywhere!

EXTRA ADDED ATTRACTION

The spectacular Victor Fleming
Production

“THE BLIND GODDESS”

A big sensational long-run special. We could have held it till fall. Under our new policy of releasing a program of all-big pictures in the spring, we give it to you now!

THE Blind Goddess” is the thrilling romance of a young lawyer, who, becoming a public prosecutor in New York City, is forced to choose between his ideal of duty and the girl he loves, under thrilling circumstances.

At the climax of the most sensational murder trial the metropolis has ever known, while he is prosecuting a beautiful woman for murder, honor compels him to abandon the case and resign from office, thus incurring the suspicion and jealousy of his betrothed. The ultimate disclosure of the extraordinary circumstances behind the case in time to save an innocent woman from the electric chair, win back for him both his political position and the love of the girl.

Throughout this marvelous story, the “blind goddess” typifies the blundering effort of the criminal law to achieve what is called “justice.” It discloses the hidden motives which may animate those

whose business it is to prosecute and to defend crime, the weakness and fallibility of judges, jurors and witnesses—the malevolent plotting of shyster lawyers—and is the most startling revelation of the unreliability of circumstantial evidence ever portrayed.

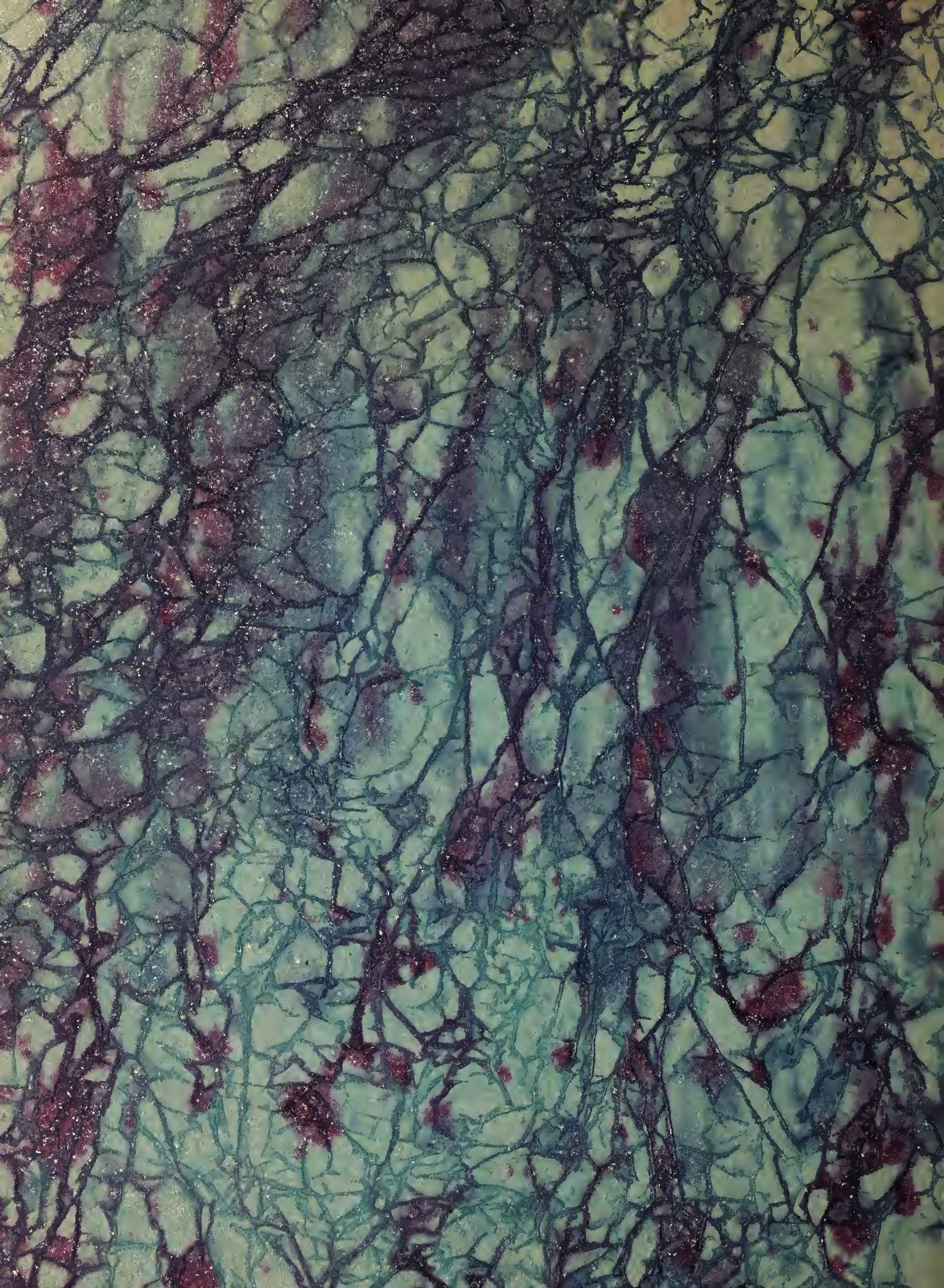
The preparation and trial of a great murder case, including the fatal inconsistency of the law and evidence, is pictured with the absolute accuracy of one who has spent a lifetime in the court. The mock pageantry of the law, the unequal struggle between right and wrong, the whole fierce gamut of human emotion, is spread mercilessly upon the screen through the medium of a poor boy’s romance and his final achievement of success through self-sacrifice.

This is a greater picture than “Man-slaughter” and one of the real specials of the year.

Paramount Pictures







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